



WNCN
 EASTERN NORTH CAROLINA
 on your side
WNCN.com
 on your side online
 3221 S. Evans St.
 Greenville, NC 27834
 252-355-8500

WNCN
 3221 South Evans Street
 Greenville, NC 27834
 (252) 355-8542

CONTRACT

And:

National Media
 815 Slaters Lane
 Alexandria, VA 22314
 USA

Contract / Revision		Alt Order #
881566 / 4		25193172
Product		
NC		
Contract Dates		Estimate #
10/18/16 - 10/24/16		6963
Advertiser		Original Date / Revision
POL/Richard Burr for Senate		06/20/16 / 10/19/16
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Property	Account Executive	Sales Office
WNCN	Katz Washington	Katz/Washingto
Special Handling		
Demographic		
Adults 35-64		
Agency Code		Advertiser Code
9914097		475
Agency Ref		Advertiser Ref
IN302/SP102/SP1137/		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	WNCN	10/18/16	10/24/16	Local News @ 530a	530a-6a		:30				NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 10/18/16	10/24/16	M-WT---	3			\$20.00	1.80				
2	WNCN	10/18/16	10/24/16	Local News @ 5a	5a-530a		:30				NM	3	\$45.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 10/18/16	10/24/16	-T-TF--	3			\$15.00	1.10				
3	WNCN	10/18/16	10/24/16	Local News @ 6a	6a-7a		:30				NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 10/18/16	10/24/16	MTWTF--	5			\$200.00	4.00				
4	WNCN	10/18/16	10/24/16	CBS Sunday Morning	9a-1030a		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 10/18/16	10/24/16	-----S	1			\$200.00	3.30				
5	WNCN	10/18/16	10/24/16	CBS This Morning	7a-9a		:30				NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
		Week: 10/18/16	10/24/16	--WTF--	3			\$175.00	1.80				

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
6	WNCT	10/18/16	10/24/16	Local News @ 12p	12p-1230p		:30				NM	5	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$75.00	2.70						
7	WNCT	10/18/16	10/24/16	Dr Phil	4p-5p		:30				NM	5	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$65.00	1.60						
8	WNCT	10/23/16	10/23/16	Local News @ 6p Su	6p-630p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S	1	\$125.00	3.50						
9	WNCT	10/18/16	10/24/16	Sa 7p-730p News	7p-730p		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$100.00	1.30						
E 10	WNCT	10/18/16	10/24/16	CBS Evening News	630p-7p		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MT-T---	3	\$600.00	4.20						
11	WNCT	10/18/16	10/24/16	Local News @ 6p	6p-630p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$500.00	4.10						
12	WNCT	10/18/16	10/24/16	Family Feud	730p-8p		:30				NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$225.00	5.70						
13	WNCT	10/18/16	10/24/16	Entertainment Tonight	7p-730p		:30				NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	MTWTF--	5	\$125.00	2.70						
14	WNCT	10/18/16	10/24/16	48 Hours	10p-11p		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$150.00	4.50						
15	WNCT	10/18/16	10/24/16	Sat Hour 2	9p-10p		:30				NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						
		Week: 10/18/16	10/24/16	-----S-	1	\$90.00	2.10						
16	WNCT	10/18/16	10/24/16	Sat Hour 1	8p-9p		:30				NM	1	\$90.00

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Week:		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
17	WNCT	10/18/16	10/24/16	NCIS	8p-9p		:30	1	\$90.00	1.90	NM	1	\$650.00
Week:		10/18/16	10/24/16	-T-----				1	\$650.00	12.40			
18	WNCT	10/18/16	10/24/16	Scorpion	10p-11p		:30	1	\$600.00	6.00	NM	1	\$600.00
Week:		10/18/16	10/24/16	M-----				1	\$600.00	6.00			
19	WNCT	10/18/16	10/24/16	Limitless	10p-11p		:30	1	\$600.00	6.00	NM	1	\$600.00
Week:		10/18/16	10/24/16	-T-----				1	\$600.00	6.00			
20	WNCT	10/18/16	10/24/16	Blue Bloods	10p-11p		:30	1	\$500.00	7.70	NM	1	\$500.00
Week:		10/18/16	10/24/16	----F--				1	\$500.00	7.70			
21	WNCT	10/18/16	10/24/16	Madam Secretary	8p-9p		:30	1	\$375.00	5.60	NM	1	\$375.00
Week:		10/18/16	10/24/16	-----S				1	\$375.00	5.60			
22	WNCT	10/18/16	10/24/16	Scorpion	9p-10p		:30	1	\$600.00	8.10	NM	1	\$600.00
Week:		10/18/16	10/24/16	M-----				1	\$600.00	8.10			
23	WNCT	10/18/16	10/24/16	60 Minutes	7p-8p		:30	1	\$400.00	4.80	NM	1	\$400.00
Week:		10/18/16	10/24/16	-----S				1	\$400.00	4.80			
24	WNCT	10/23/16	10/23/16	LN SU	11p-1135p		:30	1	\$200.00	3.00	NM	1	\$200.00
Week:		10/18/16	10/24/16	-----S				1	\$200.00	3.00			
25	WNCT	10/22/16	10/22/16	LN Sa	11p-1135p		:30	1	\$200.00	1.70	NM	1	\$200.00
Week:		10/18/16	10/24/16	-----S-				1	\$200.00	1.70			
26	WNCT	10/18/16	10/24/16	Local News @ 11p	11p-1135p		:30	5	\$350.00	2.70	NM	5	\$1,750.00
Week:		10/18/16	10/24/16	MTWTF--				5	\$350.00	2.70			

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27	WNCT	10/18/16	10/24/16	Late Show	1135p-1235a		:30				NM	5	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	MTWTF--	5			\$45.00	0.90				
28	WNCT	10/22/16	10/22/16	ACC Football	1230p-330p		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	-----S-	1			\$75.00	2.00				
29	WNCT	10/22/16	10/22/16	SEC Football	330p-7p		:30				NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	-----S-	1			\$125.00	2.00				
30	WNCT	10/18/16	10/24/16	NFL Early Game	1p-4p		:30				NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	-----S	1			\$400.00	14.00				
31	WNCT	10/18/16	10/24/16	NFL Late Game	4p-7p		:30				NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	-----S	2			\$500.00	12.00				
32	WNCT	10/22/16	10/22/16	Sa 730p Family Feud	730p-8p		:30				NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week:		10/18/16	10/24/16	-----S-	1			\$50.00	0.00				
Totals												73	\$16,885.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/24/16	73	\$16,885.00	(\$2,532.75)	\$14,352.25
Totals	73	\$16,885.00	(\$2,532.75)	\$14,352.25

Signature: _____

Date: _____

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